



WISCONSIN MAIN STREET News

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Blue Ribbon for Carriage Classic in Columbus



The Columbus Carriage Classic's inaugural show was held June 12, 1999, in Fireman's Park. It featured competitions in 28 classes including pleasure driving, reinsmanship, obstacle course, best antique vehicle, and best new vehicle. Judging was



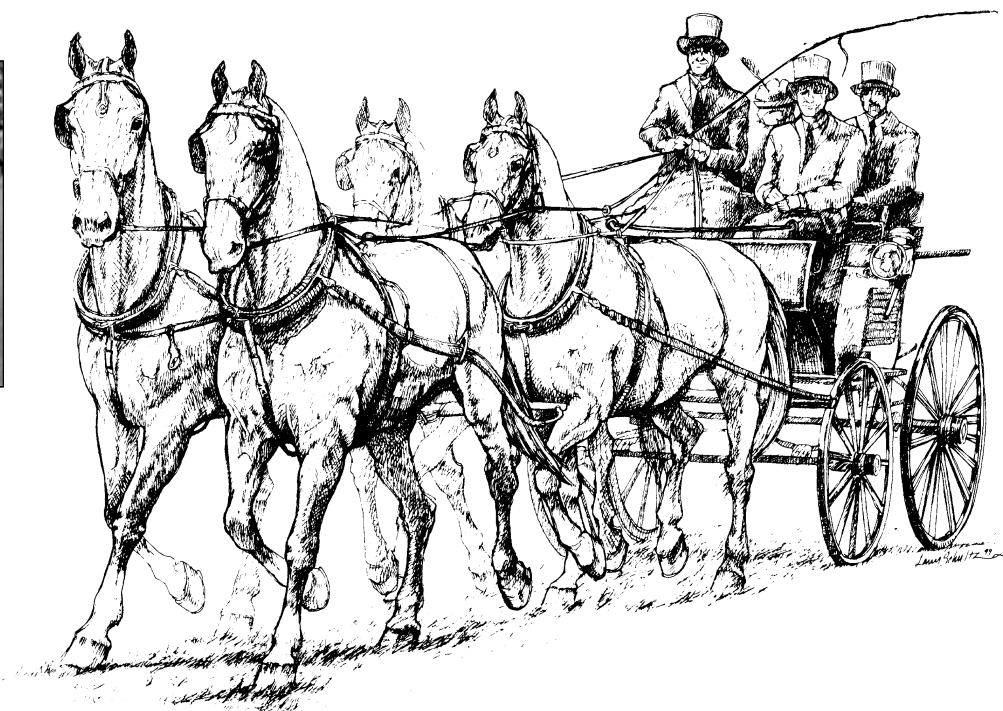
based on performance, manners of the horse(s), condition and fit of the harness and vehicle, and neatness of attire. Participants came from all over the country dressed in their turn-of-the-century best for the event. There were approximately 40 entries, which translated into more than 130 competitions.

Admission to the event was free. Spectators donating \$5 became "Friends of the Carriage Classic" and received a show program, a "Friend" identifying ribbon, educational materials, and the opportunity to vote on the "People's Choice" award. Friends of the Carriage Classic also had access to an exhibit of restored and original antique carriages.

The Columbus Downtown Development Corporation (CDDC) underwrote the event. It was so successful that plans are being made to expand it to a two-day event next year.



For more information, contact Judy Goodson, CDDC Manager, (920) 623-5325.





DESIGN CASE STUDY

St. Norbert College Bookstore, De Pere

Buildings originally built as churches can often be difficult to reuse without major renovations. When St. Norbert College purchased the former St. Boniface Catholic Church they found a way to reuse the building while leaving the exterior virtually unchanged. The building is now home to the St. Norbert College Bookstore, the Seattle Grounds Coffee Shop, and Discoveries International. In addition to filling vacant space and rehabilitating the building, this kind of adaptive reuse brings a new market of people to the downtown.

Building Address: 405 Grant Street

Building History: St. Boniface Catholic Church, constructed in 1884, held its last Mass on March 28, 1999. In April 1999, the congregation moved to its newly constructed facility, and St. Norbert College (SNC) purchased the building.

Scope of Project: The congregation of St. Boniface decided to remove the stained glass windows, and incorporate them into the new structure. However, the organ, original lighting, and elevated section used for the sanctuary remained in the building. St. Norbert College installed hardwood flooring and air conditioning and painted the entire interior. The east entrance had an awning added, while the west entrance added a patio with table and chairs. The St. Norbert College Bookstore occupies the main portion of the building. It provides students with a selection of textbooks, supplementary materials, and college clothing. It also offers New York Times best seller titles and fresh cut flowers from a local florist. The Seattle Grounds Coffee Shop is located adjacent to the patio in the former foyer. Discoveries International, a non-profit, student run store selling import items from third world countries, can be found at the back of the former church. Future

plans include musical ensembles and readings by college-related authors. Organ recitals will also be held occasionally. The St. Norbert Bookstore is the third bookstore to open in De Pere. The bookstores plan to work cooperatively on various projects in order to collectively market their individual niches.



St. Boniface Catholic Church, before rehabilitation.

Architect: Glen Porter, Heartland Architects, Chicago

Total Cost: \$240,000



St. Norbert College Bookstore



COMMUNITY SHOWCASE

Antigo Main Street Partners with Northcentral Technical College



Nearly 100 people will have improved their skills through the Learning Center by the end of 1999.

Antigo Main Street recently partnered with Northcentral Technical College (NTC) to develop a Workplace Learning Center to meet the training needs of downtown Antigo businesses. The mission statement "Business success through education-Antigo Main Street and NTC, partners in building a well-trained workforce" defines the goal of the Learning Center. The Learning Center provides employers and employees an opportunity to refresh math and writing skills, learn PC basics, improve supervisory practices, keep abreast of hiring

regulations and plan academic and career goals. NTC instructors provide no or low-cost training at the Antigo Main Street office. Learning center funding includes a \$7,500 grant from the State of Wisconsin Department of Workforce Development and a matching \$3,750 grant from Antigo Main Street.

A steering committee made up of business people from the Main Street district helped plan the topics for 1999-2000. "Are You Ready for Summer Visitors?" kicked off the Learning Center's programs last May

with nearly 30 people attending a customer service seminar. Computer classes, which began in September and will run through early December, are covering the basics of Windows 95, Introduction to Word, Excel and PowerPoint. Other training will include a video/discussion series on coaching in the workplace during the noon hour, as well as customer service, and telephone techniques. By the end of 1999 nearly 100 people will have improved their skills through the Learning Center. In January 2000, Main Street Board members will share their expertise in discussion sessions entitled, *Ask the Attorney*, *Ask the Accountant*, and *Ask the Insurance Agent*.

Lifetime learning is essential in today's competitive marketplace. The Learning Center initiative benefits all parties involved. Businesses receive valuable training; Antigo Main Street has a program that offers tangible evidence of how it is serving business; and Northcentral Technical College opens another venue for providing further education for adults.

For more information contact Terri Hunter, Antigo Main Street manager, (715) 623-3595; or Kay Sollitto, Northcentral Technical College, (715) 623-7601.



DESIGN CASE STUDY

New Bureau of Downtown Development Staff



Todd Barman

On October 11, 1999, Todd Barman began his tenure as Assistant Coordinator for the Wisconsin Main Street Program. Barman will provide technical assistance to Wisconsin's Main Street communities as well as coordinating several special projects. For the

past three years, Barman served as the Darlington Main Street Program Manager. He is a board member of Barns N.O.W.!, the Wisconsin Downtown Action Council, and the Point of Beginnings Heritage Tourism Area. He is also a participant in the Wisconsin Rural Leadership Program. Barman holds B.S. and M.A. degrees in Landscape Architecture, with an emphasis on Urban and Regional Planning, from the UW-Madison.

Also on October 11, 1999, Tom Guppy became Small Business Management Specialist for the Wisconsin Main Street Program. Guppy will provide one-on-one technical assistance to businesses in Wisconsin's Main Street communities, and also help communities with economic restructuring committees, volunteer training, and other special projects.



Tom Guppy

Guppy served the U. S. Small Business Administration for more than 25 years, most recently as the Chief of the Portfolio Management Division. He has extensive experience providing technical assistance to small businesses in Wisconsin.

New Heritage Tourism Projects Announced

On November 4, 1999, Gov. Tommy G. Thompson announced that *Rivers, Rails and Trails* is one of Wisconsin's two new heritage tourism projects. The new project, sponsored by the **Osceola Main Street Program** and the New Richmond Preservation Society, will receive \$40,000 in matching grants over two years to develop and market the heritage tourism area.

"*Rivers, Rails and Trails* enhances Wisconsin's nationally-recognized Heritage Tourism Program and adds

to our efforts to tell visitors the story of our state," Gov. Thompson said. "The Wisconsin Heritage Program provides communities an opportunity to preserve and promote our heritage while stimulating the economy through increased tourism."

Rivers, Rails and Trails highlights the diverse history of the St. Croix River Valley from its early beginnings as a center for transportation and commerce for European pioneers, to a railway connection to markets nationwide.

The *Rivers, Rails and Trails* heritage

tourism area joins 10 other Heritage Tourism projects across the state: Coulee Pathways, the Lake Superior Heritage Highway, the Frank Lloyd Wright Heritage Tour, the Lac du Flambeau Band of Lake Superior Chippewa Indians of Northern Wisconsin, the Fox-Wisconsin Rivers Heritage Corridors, From Pineries to the Present, the Iron County Heritage Area, the Point of Beginnings Heritage Area, Timber Trails of the Chippewa Valley, and Wisconsin's Ethnic Settlement Trail.



COMMUNITY SHOWCASE

9th Annual Governor's Conference a Success

The theme of this year's Governor's Conference on Downtown Revitalization was "Downtown in the Spotlight." It was held at both the Mabel Tainter Theater and the University of Wisconsin-Stout, in Menomonie, on October 5 and 6, 1999. Main Street of Menomonie, Inc. was a gracious host to 105 participants who shared innovative downtown revitalization ideas, efforts, and experiences. This year's sponsors included the Wisconsin Downtown Action Council, UW-Stout, the Mabel Tainter Theater, and the Wisconsin Main Street Program.



Accepting the Best Downtown Partnership Award from Wisconsin Downtown Action Council President, Tammy Gore (center), are John Nicholas, Beloit College (left) and Andrew Janke, Downtown Beloit Association (right).



Viroqua Wild Wild West Days Committee won the Best Downtown Event Award at the Wisconsin Downtown Action Council 1999 Recognition Program.

U.S. Retail Trends

The Oklahoma Main Street Program reported some interesting retail trends from an Oklahoma State University extension service paper *Trends in Retail Trade*. Here are five trends,

1. E-commerce. By 2005 the Internet will account for 25% of durable goods and merchandise sales. Every 53 days, the number of World Wide Web pages doubles.

2. Kids in retail trade. Up to 26% of teens in the U.S. have, or have access to, a credit card. Kids may influence 17% of family spending on cars and vacations, and as much as 80% on food purchases.

3. Know your customers. Sears has the largest data file of its kind and keeps information on 101 million customers.

4. American mall in decline. A large number of malls (an estimated 3,000) are closed and are being redeveloped for other uses. In addition, the number of trips to malls have declined by 50% since the early 1990s.

5. Decline in retail sales growth. Retail spending is expected to increase from 1998 to 2002, but at a pace that is 14% lower than that of the preceding years.



The Good Idea Department

World's Largest Smelt Fry?

The Lake, The Land: Live Our Legacy Heritage Tourism Council received a \$16,500 Joint Effort Marketing (JEM) Grant in May 1999 to support Smelt Extravaganza '99. The council also received a \$16,800 JEM grant in 1998 to attract visitors to Manitowoc and Kewaunee counties by offering a variety of heritage and cultural events. Mike Ascher, manager of the **Two Rivers Main Street Program**, wrote both successful grant applications.

Smelt eaters downed more than 5,000 pounds of the small fish over the three-day period. Approximately 40 establishments participated. Organizers hope the Guinness Book of World Records will recognize their accomplishment. Department of Tourism Secretary Moose Speros, kicked



Department of Tourism Secretary, Moose Speros, was crowned Smeltmeister at Smelt Extravaganza '99.

off the event with his coronation as Smeltmeister. Other events of the weekend included a bed race, a barn dance, a bike-run race, and fishing

boat tours. An estimated 20,000 people were in attendance. The 2000 Smelt Extravaganza is scheduled for May 19-21.



Web sites to explore

Nonprofit Resources Catalogue

A catalogue of Internet sites that may benefit nonprofit organizations. <http://www.clark.net/pub/pwalker/home>

Energize Energize is an international training, consulting and publishing firm specializing in volunteerism. It has assisted organizations of all types with

their volunteer efforts. <http://www.energizeinc.com>

Learning Institute for Nonprofit Organizations

This collaboration between the Society for Nonprofit Organizations, the University of Wisconsin Extension, and Wisconsin Educational Television has many components, including a Web site. <http://www.uwex.edu/li>

Non-Profit Nuts & Bolts

Provides practical tips from its monthly printed newsletter to help non-profit executives better manage their organization. Articles cover topics such as fundraising, volunteer management, public relations, special events, committees, and board relations. <http://www.nutsbolts.com>

Statistically Speaking...

Wisconsin Main Street Reinvestment Statistics October 1998 - June 1999

Public Improvements	54
Public Investment	\$4,222,731
Building Rehabilitations	146
Private Investment in Rehabilitations	\$11,139,885
New Businesses	134
Business Relocations and Expansions	63
New Buildings	14
Private Investment in New Buildings	\$7,075,100
Buildings Sold	63
Private Investment in Buildings Sold	\$8,732,950
New Downtown Housing Units	39
Total New Jobs	584.5
Total Private Investment	\$26,947,935
Total Public and Private Investment	\$31,170,666



Check out these books!

The Wisconsin Main Street library contains more than 300 books, manuals, workbooks, slide programs, and videos on various downtown topics. Any state resident may check out an item for a three-week period. For more information, call Don Barnum at (608) 266-7531.

155 Legal Do's (and Don'ts) for the Small Business by Paul Adams is a user-friendly guide, that offers helpful cross-references and quick access to a variety of subject areas, including international transactions, contracts, intellectual property, computers, business succession planning, and more.

Specialty Shop Retailing: How to Run your Own Store by Madison retailer Carol Schroeder, is a comprehensive guide to every aspect of opening and operating a retail store. Ms. Schroeder covers everything from choosing a location and store design to niche marketing, advertising, and customer service. She supplies more than two dozen forms ready to copy or adapt for use in your own store. The book includes an extensive glossary of retail terms and a bibliography of additional reading sources for help on special topics such as writing a business plan and managing employees.



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